

## UPAF's 50<sup>th</sup> Anniversary Celebration

*Presented by Herb Kohl Philanthropies*

This year, we are celebrating our 50<sup>th</sup> Anniversary! Our 2017 Campaign will take place from March 6, 2017 to June 14, 2017.

In 1967, fifty years ago, The United Performing Arts Fund (UPAF) was founded to support performing arts groups in the Greater Milwaukee area. UPAF is **essential** to preserving a vibrant performing arts scene in Southeastern Wisconsin. As the largest donor to all of its Member Groups, UPAF ensures their viability.

UPAF's three-part mission was then, and continues to be, to **raise much needed funds** to support entertainment excellence, to **promote the performing arts** as a regional asset and to **responsibly steward the dollars** our donors so generously give.

By providing a **single point of giving**, UPAF has continuously been able to raise funds greater than any individual Member Group could on its own.

UPAF is the largest united arts fund in the country for the performing arts and has raised over \$300 million to the performing arts over the last 50 years.

In **1967**, more than 700 volunteers reported 2,150 gifts, raising a total of \$650,337 for UPAF's first campaign.

In **2016**, UPAF's campaign raised over **\$12 million** and we are supported by more than 22,000 donors.

### 50<sup>th</sup> Anniversary Campaign Materials

(Creative to be released in early 2017. Logo to be used beginning January 1, 2017.)



Let's look at the math. Like \$100 million for our local economy. Or the thousands and thousands of jobs they create. Or the 50,000 kids who do better in English and science and, you guessed it, math. But there's also 50—as in the 50 years UPAF has supported the arts in Greater Milwaukee, and the \$300 million we've raised to set the stage since 1967. Let's keep it going.

Donate today at [UPAF.org/donate](http://UPAF.org/donate)



Special thanks to Meijer Foods for their support of UPAF's West Side Initiative.

## 50<sup>th</sup> Anniversary Possible Story Angles

- 50<sup>th</sup> anniversary- a look back at how UPAF has impacted the community
- Kickoff and Finale events
- A look back at the member groups that have been with us from the beginning
- Speaking with our campaign-co chairs
- UPAF Connect
- Arts Education and what our Member Groups are doing to improve educational opportunities for students
- Talking to UPAF donors/ significant people in the Milwaukee community about why UPAF is important and how we've had a positive effect on the Greater Milwaukee area.

**Links to recent media coverage, news releases and UPAF fast facts can be found at: <http://upaf.org/what-is-upaf/media-and-brand-info/>**

## UPAF Member Groups

UPAF's founding Member Groups were: Bel Canto Chorus, Chicago Symphony Association of Milwaukee, Milwaukee Florentine Opera Company, Milwaukee Repertory Theater, Milwaukee Symphony Orchestra, Music for Youth and Skylight Theatre.

In the years since, UPAF has grown to support 15 performing arts organizations and an additional 14 affiliate groups, including Cornerstone groups **First Stage, Florentine Opera Company, Milwaukee Ballet, Milwaukee Rep, Milwaukee Symphony Orchestra, and Skylight Music Theatre.**

Member Groups consist of **Bel Canto Chorus, Danceworks, Milwaukee Chamber Theater, Milwaukee Children's Choir, Milwaukee Public Theatre, Milwaukee Youth Symphony Orchestra, Next Act Theatre, Present Music, and Renaissance Theaterworks.**

## Member Group Organizational Longevity in 2017

The following illustrates the length of time each organization has been serving the greater Milwaukee region.

**- UPAF: 50 years**

- Bel Canto Chorus: 86 years

- Danceworks, Inc.: 26 years

- First Stage Children's Theater: 30 years

- Florentine Opera Company: 83 years

- Milwaukee Ballet: 48 years

- Milwaukee Chamber Theatre: 42 years

- Milwaukee Children's Choir: 23 years

- Milwaukee Public Theater: 43 years

- Milwaukee Repertory Theater: 63 years

- Milwaukee Symphony Orchestra: 58 years

- Milwaukee Youth Symphony Orchestra: 61 years

- Present Music: 35 years

- Next Act Theatre: 27 years

- Renaissance Theaterworks: 24 years

- Skylight Opera Theatre: 58 years

## UPAF Timeline

- **1967:** UPAF began in 1967 to ensure the financial stability of the organizations that would be performing in the county's new Performing Arts Center (PAC), which began construction that same year. The founding organization included the Milwaukee Symphony Orchestra, Chicago Symphony Association of Milwaukee, Milwaukee Repertory Theater, Bel Canto Chorus, Florentine Opera Company, Skylight Theatre and Music for Youth. UPAF launched its first campaign, staffed entirely by volunteers. UPAF's First President was Attorney William L. Randall, a former vice president of Music for Youth
- **1974:** UPAF achieved its first \$1 million success. In 1978, \$2 million was raised, in 1985 \$3 million was raised, and in 1986 \$4 million dollars was raised to support the performing arts.
- **1981:** UPAF Ride for the Arts, which would become UPAF's signature annual fundraising event began as "Arts Peddlers." A year later the name of the event changed to "Uecker's Ride for the Arts." In 1991, Miller Brewing Company became the title sponsor for the Ride, and the event became known as the "Miller Lite Ride for the Arts."
- **1993:** UPAF introduced a three-tiered membership structure comprised of Major, Corporate and Associate categories based on criteria including budget size and impact on the community. In 1994, UPAF introduced a grants program to assist non-UPAF members with projects that serve audiences with culturally diverse backgrounds.
- **1996:** Campaign growth reached \$8 million. From 1997 to 2000, the Campaign steadily grew, raising more funds each year, reaching \$9 million in 1998 and \$10 million in 2001.
- **2003:** The UPAF Campaign came in below its goal of \$10.5 million at \$9.85 million. A study was conducted to address the decline in campaign growth and what Member Groups considered an unfair allocation process. Study results led to a restructuring of the Member Group tier system and a broadening of the UPAF mission to include serving as a community-wide resource for developing the excellence, reputation and impact of the performing arts.
- **Early 2000's:** UPAF unveiled the SMART CARD, which provides donors giving \$100 or more annually with buy-one-get-one-free ticket offers to all 15 UPAF Member Groups, plus many discounts at area restaurants
- **2008:** Next Generation UPAF, sponsored by We Energies Foundation, was formed as an affinity program whose members are aged 45 and under. They are dedicated to cultivating awareness of, engagement in and philanthropy for UPAF and the performing arts with the next generation of community leaders.
- **2010:** Title sponsor MillerCoors agreed to rebrand the "Miller Lite Ride for the Arts" to "UPAF Ride for the Arts, sponsored by Miller Lite" to increase awareness of UPAF. In 2011, the event benefited from increased interest thanks to new routes across the Daniel Hoan Memorial Bridge.
- **2011:** A group of local women concerned with the lack of arts education in our schools established UPAF Notable Women in 2011 to raise dollars for arts programming. Today, this donor affinity program now has more than 350 members and is generously sponsored by BMO Harris Bank.
- **2016:** Through the hard work of UPAF's three outstanding Campaign Co-Chairs, hundreds of volunteers and a dedicated staff, UPAF raised \$12,069,001 for the 2016 UPAF Campaign. The campaign included Celebrity videos from Henry Winkler, Kareem Abdul Jabbar and Don Most.
- **2016:** UPAF Connect is unveiled, a program that will make the performing arts more accessible to Milwaukee-area nonprofits by bringing new audiences to UPAF Member Group productions and taking the performing arts out into communities.

## FAQ

### **How many people are impacted by UPAF every year?**

*Every year, UPAF touches over **one million** people through performances, educational outreach, special events and community partnerships*

### **Where does UPAF get its funding?**

*UPAF receives NO government funding. It is through the generosity of individuals, companies and foundations that UPAF achieves its mission*

### **How can I be sure that my donation will be used responsibly?**

*UPAF's sound fiscal management practices and commitment to accountability and transparency have earned the organization a 4-star rating from Charity Navigator, (the highest possible rating). UPAF is ranked the #1 non-profit organization in Southeastern Wisconsin.*

### **What is the UPAF Ride for the Arts, sponsored by Miller Lite?**

*The UPAF Ride for the Arts, sponsored by Miller Lite, travels along Lake Michigan with routes ranging from Port Washington to South Milwaukee. The Daniel Hoan Memorial Bridge is featured as well as Lakeshore State Park, the only urban state park in Wisconsin. Since 1981 more than 288,000 people have participated in our annual fundraising event to raise more than \$9 million for the performing arts. It's one of the nation's largest one-day recreational bike rides, and it's all about keeping our performing arts scene a dynamic and vital part of our community's culture.*

### **What is a Workplace Giving Campaign?**

*Over 200 local businesses and organizations that are making a difference through their UPAF Workplace Giving Campaigns. A Workplace Giving Campaign is an organized, company-sponsored fundraising drive where employees are asked to contribute to UPAF. It's good for business! Being a good corporate citizen increases employee engagement and employee engagement reduces employee turnover. A UPAF Workplace Giving Campaign is an innovative way to build strong teams by allowing employees from different levels and department come together for a common cause.*

### **Why donate?**

*Giving to UPAF means you're supporting 33 local arts groups with just one donation. Our financial support allows these groups to perform vital community outreach work and produce world-class shows that make Southeastern Wisconsin a destination for visitors and businesses alike. UPAF offers benefits to both individual donors as well as corporate donors, including the UPAF SMART CARD. In addition, UPAF offers cumulative benefits to individual donors of \$52 or more and corporate benefits to businesses and corporations that donate \$1,000 or more.*

### **What is the UPAF SMART CARD?**

*As a UPAF donor of \$100 or more, you'll receive the UPAF SMART CARD. This donor benefit offers "buy one, get one FREE" tickets to one performance for each of the 15 UPAF Member Groups. New this season—the UPAF SMART CARD app, available for download for free on both Apple and Android platforms.*

# Performing Arts in Our Community

## UPAF Connect

The performing arts have the power to enlighten, engage and bring diverse people together. Seeing the need in the greater Milwaukee area to unite people around the power of performance, the United Performing Arts Fund (UPAF) created UPAF *Connect*.

UPAF works with local nonprofits to *connect* world-class performing arts experiences with those who may not otherwise have access to these cultural assets. UPAF strongly believes that everyone in the community should have the chance to embrace the magic of music, dance and theater.

### How it works:

UPAF *Connect* (presented by the Brico fund) will make the performing arts more accessible to Milwaukee-area nonprofits by bringing new audiences **to** UPAF Member Group productions and taking the performing arts **out** into communities. All participating groups will enjoy up to six activities per year.

### UPAF Connect Nonprofit Partners

Big Brothers Big Sisters of Metro Milwaukee  
COA Youth and Family Centers  
Clean Wisconsin  
Havenwoods Economic Development Corporation  
La Casa de Esperanza  
Life Navigators  
Milwaukee Water Commons  
PEARLS for Teen Girls  
Silver Spring Neighborhood Center  
Wisconsin Voices

### In addition to the Brico Fund, UPAF Connect is made possible through the support of:

Meijer  
Michael Best & Friedrich  
Johnson Controls  
Northwestern Mutual  
National Exchange Bank and Trust  
and  
Members of Next Generation UPAF, a donor affinity group made up of local young professionals

## Arts Education

*The arts educate:* UPAF's 15 Member Groups impact the lives of hundreds of thousands of children through arts education programming that improves academic performance, nurtures key skills such as innovation and critical thinking, and provides a foundation for future employability.

- Students rich in arts education have higher GPAs and standardized test scores and lower dropout rates.
- Creativity is ranked among the top five applied skills sought by business leaders with 72% saying it is of high importance when hiring.
- A local study funded by the Northwestern Mutual Foundation determined that arts education enhances a child's EQ, or Emotional Quotient, a proven predictor of future employability, lifelong success and acceptance of others.
- Artistic and creative education creates a foundation for innovation and entrepreneurship in every corner of industry, making for a more skilled workforce overall.
- UPAF Member Groups reach hundreds of thousands of children per year through arts education programming that often supplements what students no longer receive at school.

- UPAF Member Groups are nation-wide leaders in arts education.
  - The Milwaukee Youth Symphony Orchestra (MYSO) was awarded the 2015 National Arts and Humanities Youth Program Award and traveled to Washington D.C. to accept the award from the First Lady herself.

## Community Engagement

*The arts are fundamental to our humanity:* The arts inspire us – fostering creativity, decency and beauty. They help express our values and bring us together.

- Having a high concentration of arts in one area increases social engagement and cohesion while also lowering crime and poverty rates.
- The arts can heal – resulting in shorter hospital stays, better pain management and less medication. Creative arts therapy decreases symptoms of anxiety and depression while increasing quality of life among cancer patients.

## Economic Impact

*The arts strengthen the local economy:* The arts mean business – generating nearly \$80 million in event-related spending above the price of a ticket.

- They drive tourism with visitors staying longer and spending more.
- And they employ almost 6,000 individuals, generating nearly \$100 million in annual wages
- A strong downtown impacts the entire region by attracting innovative companies and talented individuals.

## Testimonials

“Workplace giving is a great way to raise money...This not about pressuring your employees. This is about giving your employees the opportunity to be a part of something that’s important to your community. And what you find out is that they wanted to be asked. It doesn’t matter what level necessarily they participate in, it’s that they do something and they want to feel that they are giving back at any level. ...They understand that their jobs depend on things like the arts, those assets that bring people to Milwaukee to either work here, or live here or play here, and if they are coming here for any of those things they might stay in our hotels, eat in our restaurants. If they live here they go to our movie theatres, so if they don’t come we don’t have any customers. And they get that. So the combination of the ability to participate and give back and the innate understanding that it’s good for our business makes it natural.” – *Greg Marcus, The Marcus Corporation*

“The Performing Arts have played a huge role in my life and development today as a business professional. I grew up in Milwaukee and attended the Milwaukee High School of the Arts...I know that my abilities to communicate effectively, speak in a public forum, and think critically about issues at work stem from my opportunities to practice dance in my youth. I had to work in groups of 2 to 20, and I had to be disciplined enough to choreograph my senior solo. I will never forget standing center stage in front of an audience of hundreds waiting for the music to queue and start my movement. I also remember having to improvise when things didn’t always go as planned. I want children today and in the future to be able to gain the same skills, competencies and most importantly confidence that I did through the arts. In my mind, supporting the performing arts today has a direct impact on the future of our children.” –*Danielle Bly, We Energies*

## Bios



### **Deanna Tillisch**

UPAF PRESIDENT & CEO

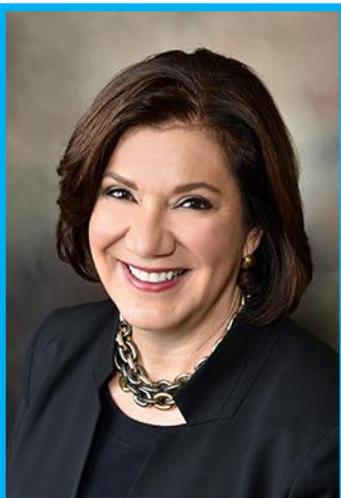
Deanna joined UPAF from Northwestern Mutual, where she served as vice president of the Northwestern Mutual Foundation and director of corporate affairs. At UPAF Deanna is responsible for leading all aspects of the organization to ensure it delivers on its value proposition. As a volunteer, Deanna is Board president of Life Navigators, serves on the Milwaukee Institute of Art and Design Board and is a member of the Medical College of Wisconsin Women in Science

Advisory Committee, the Greater Milwaukee Committee and TEMPO. Deanna holds an MBA, graduating with honors, from Marquette University and a B.A. in Communications from the University of Wisconsin-Madison. Deanna, her husband, Eric, and their three girls reside in Hartland. She enjoys travelling, reading, Pilates, tennis, golf, weight lifting, crossword puzzles and relaxing with family and friends.

## 2017 Campaign Co-chairs



Elizabeth (Betsy) Brenner spent her career in journalism. She was publisher of The Milwaukee Journal Sentinel from January 2005 until her retirement in June 2016. Prior to coming to Milwaukee, Betsy was president and publisher of *The News Tribune* in Tacoma, Wash., and *The SUN* in Bremerton, Wash. She serves on the boards of Children's Hospital of Wisconsin; The Medical College of Wisconsin; the Boys & Girls Club and is a member of the Greater Milwaukee Committee. Betsy was the 2012 President of 'ABCD' - After Breast Cancer Diagnosis, a Milwaukee-area resource for cancer patients and their families. Since 2006, she has co-chaired the United Way Teen Pregnancy Prevention Oversight Committee, and served as a co-chair of the 2009 United Way of Greater Milwaukee Community Campaign. She represented Midwestern newspapers on the board of the Associated Press in New York and the Newspaper Association of America through June 2016.



Linda Gorens-Levey joined General Capital Group, a real estate development company headquartered in Milwaukee, as a Partner in March of 2015. Prior to General Capital, Linda was a Managing Director at Stark Investments, a global multi-billion dollar alternative investment firm. Before joining Stark Investments, Ms. Gorens-Levey was an Associate Director of Investments in the Securities Department at Northwestern Mutual. In April 2016, Linda was elected to the Board of Ixonia Bank. Ms. Gorens-Levey serves on the Board, Audit and Executive Committees of the United Way of Greater Milwaukee and Waukesha County where she chairs the Community Impact Committee. She is also a long-standing Co-Chair of the Milwaukee Jewish Federation's Annual

Economic Forum. In addition, Linda is a member of the Greater Milwaukee Committee, where she is a member of the Finance Committee and a Co-Chair of the MKE United – Greater Downtown Action Agenda. Ms. Gorens-Levey was one of the 2010-2011 Co-Chairs of the Women’s Leadership Council for United Way, and was named as a Woman of Influence in 2010 by the Milwaukee Business Journal. She was a 2012 recipient of the Sacajawea Award from Professional Dimensions and was a recipient of the 2015 Tempo Mentor Award. Linda has served on the Campaign Cabinet of the United Performing Arts Fund since 2011.

Alex Kramer is the Market Leader for The Private Client Reserve in Milwaukee at U.S. Bank. He previously held a variety of senior leadership positions in the financial services industry, including Senior Vice President and Sales Manager at Johnson Bank Wealth Management, Vice President at Credit Suisse Private Banking USA and as a Managing Director at BMO Harris Private Bank in Chicago. Kramer is active in the community as a member of the Board of Trustees of the Milwaukee Art Museum, and on the Board of Directors for First Stage and the Milwaukee Symphony Orchestra. He also serves as a Trustee for the Greater Milwaukee Foundation and as an ex-officio board member of the United Performing Arts Fund (UPAF).



## UPAF Supporters

Andy Nunemaker is the CEO of Dynamis Corporation, a provider of sales software in the healthcare insurance

industry. Andy also held a number of executive roles with GE Healthcare including CEO of GE Healthcare for Australia, New Zealand and Southeast Asia. Andy holds a Bachelor of Science Degree from Valparaiso University, a Master of Science Degree in Electrical Engineering from Georgia Tech and an MBA from Harvard, where he served as student body president. Andy

serves on the Board of Directors for Valparaiso University, the Milwaukee Symphony Orchestra, the Milwaukee Art Museum, the Marcus Center for the Performing Arts, the University Club and the Wisconsin Center District. Andy was awarded the “40 Under 40 Award” by the Milwaukee Business Journal in 2006

recognizing his outstanding professional and charitable achievements.



David Lubar joined Lubar & Co. in 1983 and today leads our company’s daily operations as president and CEO. Previously, he spent five years in commercial banking at Norwest Bank (n/k/a Wells Fargo Bank). He has served as lead investor and a director to over 20 companies in a wide range of industries and various stages of development. He also serves on the Board of several non-profit organizations, including Greater Milwaukee Foundation (chair-elect), University of Wisconsin-Milwaukee Business Advisory Council (chairman), Milwaukee Jewish Federation (former chairman), Froedtert Health (former chairman) and United Way of Milwaukee (chairman). He is will also begin serving on the United Performing Arts Fund board in 2017.

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